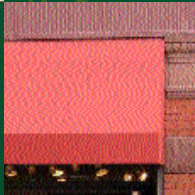


# A Guide to Brookline Sign and Facade Design



The Brookline Planning Board  
Town of Brookline



## ACKNOWLEDGEMENTS

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The following report was adopted by the Brookline Planning Board on December 11, 2003. The report was prepared by the Brookline Department of Planning and Community Development. We would like to thank the Building Department for their continual support and advice throughout this process. Special Thanks to Richard Perkins, of ICON Architecture, for his graphic design assistance.

### **Brookline Planning and Community Development Department**

Robert J. Duffy, AICP, Director

#### **Planning Division**

Polly S. Selkoe, AICP, Chief Planner

Ruth Fischer, Planner

Anne Wilkerson, Planner, Project Manager

#### **Economic Development Department**

Amy Schectman, Economic Development Officer

Marge Amster, Commercial Areas Coordinator

For further information or assistance, contact the Town's Planning and Community Development or Building Department at Town Hall, 333 Washington Street, Brookline

Planning and Community Development Department (2<sup>nd</sup> Floor) 617-730-2130

Building Department (3<sup>rd</sup> Floor) 617-730-2100

# LETTER FROM THE PLANNING BOARD

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## PLANNING BOARD

Town Hall, 2<sup>nd</sup> Floor  
333 Washington Street  
Brookline, MA 02445-6899  
(617) 730-2130 Fax (617) 730-2442

Jerome Kampler, Chairman  
Kenneth Goldstein Clerk  
Linda K. Hamlin  
Steven A. Heikin  
Mark J. Zarrillo

December 11, 2003

Dear Residents and Business Owners:

The Planning Board is pleased to adopt this booklet as a guide for merchants and business owners undergoing the sign and façade review process. The booklet is intended to highlight design guidelines for signs, awnings, facades, windows and lighting. Also, the booklet hopes to facilitate the application process by showing examples of existing “good design” found in Brookline.

Design guidelines for signs and facades are not solid rules but merely *guides* for businesses to use when deciding upon the type, size, color, etc. of their sign or façade. The design review process is intended to enhance and maintain attractive, vibrant, and successful commercial areas. The principles outlined in the booklet help to increase property value, improve the store image, and attract more customers to the area.

Brookline is known for its diverse and thriving commercial areas. With your help, we can continue to make Brookline an attractive and exciting place to do business. Thank you for taking the time to read through this booklet, and please remember to use it as a guide when undertaking future sign and façade projects.

Sincerely,

  
Jerome Kampler, Chairman

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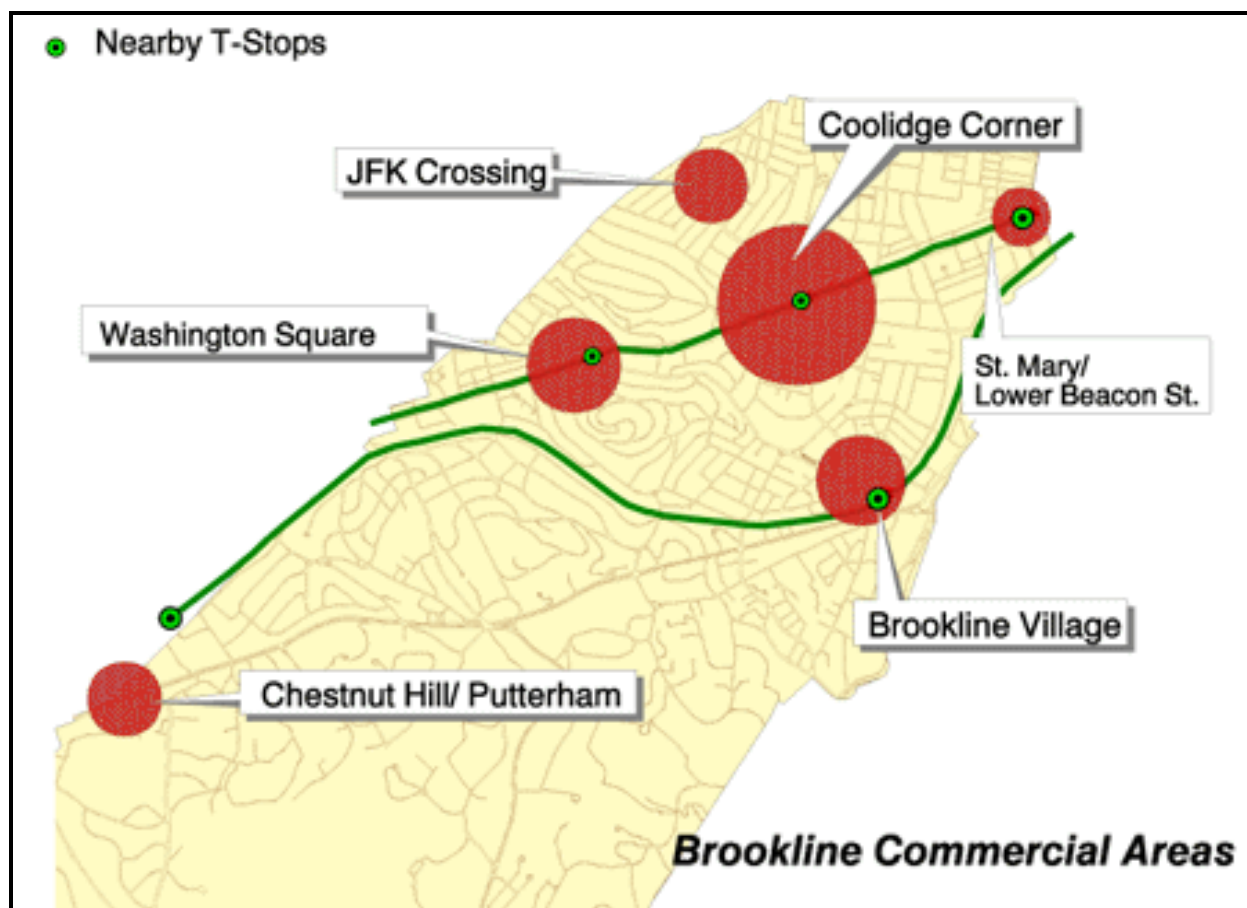


## BROOKLINE'S COMMERCIAL AREAS

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An important part of the mission of the Planning and Community Development Department is to preserve the character, integrity and overall appearance of the Town. Sign and Façade Design Review, held by the Planning Board, is required by the Zoning By-Law to help manage this task. The Planning Board is a five member committee appointed to guide the physical growth and development of the Town. The Board reviews and evaluates development projects, commercial signs and facades, and placement of wireless telecommunication facilities. The Planning Board's decisions are based upon the criteria, standards, and guidelines outlined in the Brookline Zoning By-Law.

The Planning Board, the Planning Division, and the Economic Development Office work closely together in all efforts to improve the quality of life for residents and encourage economic growth and prosperity in Brookline. This booklet is the product of a collaborative effort between the three aforementioned groups and was created as a guide for merchants and business owners going through the sign and façade review process.



## BROOKLINE'S COMMERCIAL AREAS

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*Brookline's Annual 1st Light Festival Poster*



*Information Kiosk*

Brookline's commercial areas play a role in forming the Town's unique character and the Town has a significant interest in promoting and creating a strong commercial base. The Commercial Areas Initiative Program, managed through the Economic Development Office, strives to work with small business owners in an effort to grow, diversify, and maintain the vibrant commercial districts throughout Brookline. Some initiatives of the Commercial Areas Initiative Program are highlighted below:

- Assisting the business community in effectively communicating with Departments and outside agencies (NSTAR, MWRA, MBTA etc).
- Fostering communication between businesses and the surrounding neighborhoods.
- Developing vacancy rate data and 'type of use' statistics.
- Producing the annual Town wide 1st Light Festival, an event dedicated to celebrating the beginning of the holiday shopping season.
- Creating Merchant Maps and Visitor Guides to emphasize the location and services of local businesses.
- Implementing "Information Kiosks" throughout Brookline in an effort to promote local events and provide an inexpensive marketing tool for businesses.
- Identifying needed streetscape improvements within each commercial district and obtaining necessary funding from the capital budget to implement these improvements.

For more information on this program, please contact Marge Amster at (617) 730-2050 or [marge\\_amster@townofbrookline.ma.us](mailto:marge_amster@townofbrookline.ma.us).



# THE STOREFRONT AND ITS COMPONENTS

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*Sidewalk activity in Washington Square, Brookline*

Storefronts play an integral part in any neighborhood or commercial area as they serve to visually unify and provide continuity within a commercial district. Thus the qualities and characteristics of the building establish shopping districts as recognizable and special places.

The storefront is composed of several components. Collectively, these components are the first impression that merchants give to customers. It is vital to recognize that the storefront and other exterior changes affect both the individual buildings and the overall streetscape. Renovations that enhance and enrich the streetscape can stabilize and strengthen property values. Attention to design and detail can be a good investment for the property owner and the community.

The street level storefront is the most commonly renovated part of the building. Because of its public nature, the street level maintains qualities different from those found on upper floors. Care should be taken to maintain these qualities during any renovation. Enhancements to the storefront can often be accomplished with minor improvements or by removing inappropriate elements that have been added on over the years.

Understanding the components that make up a storefront will assist with communicating with designers about renovations and aid in understanding the Town of Brookline's design guidelines.

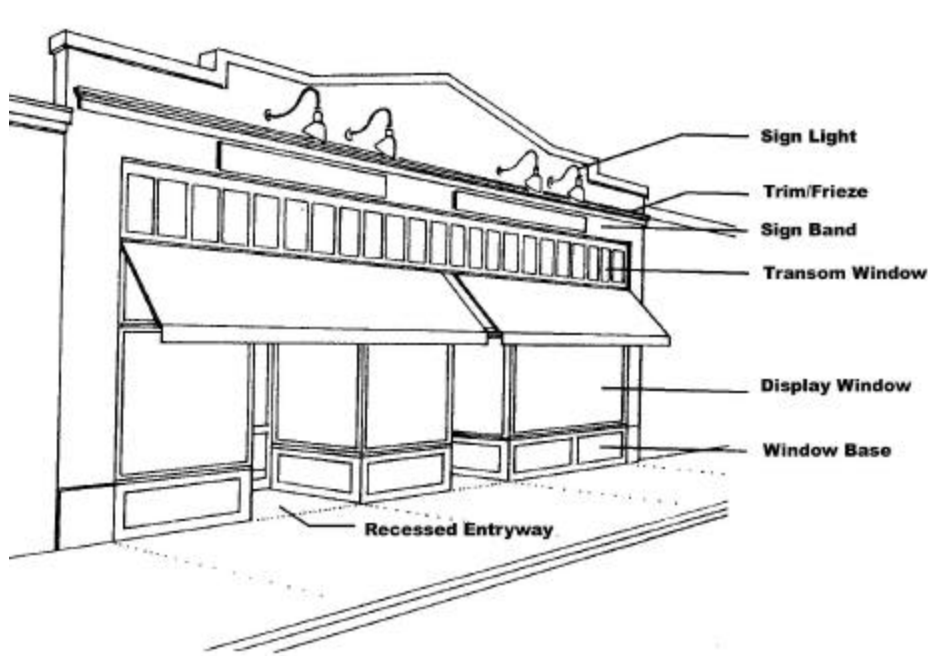
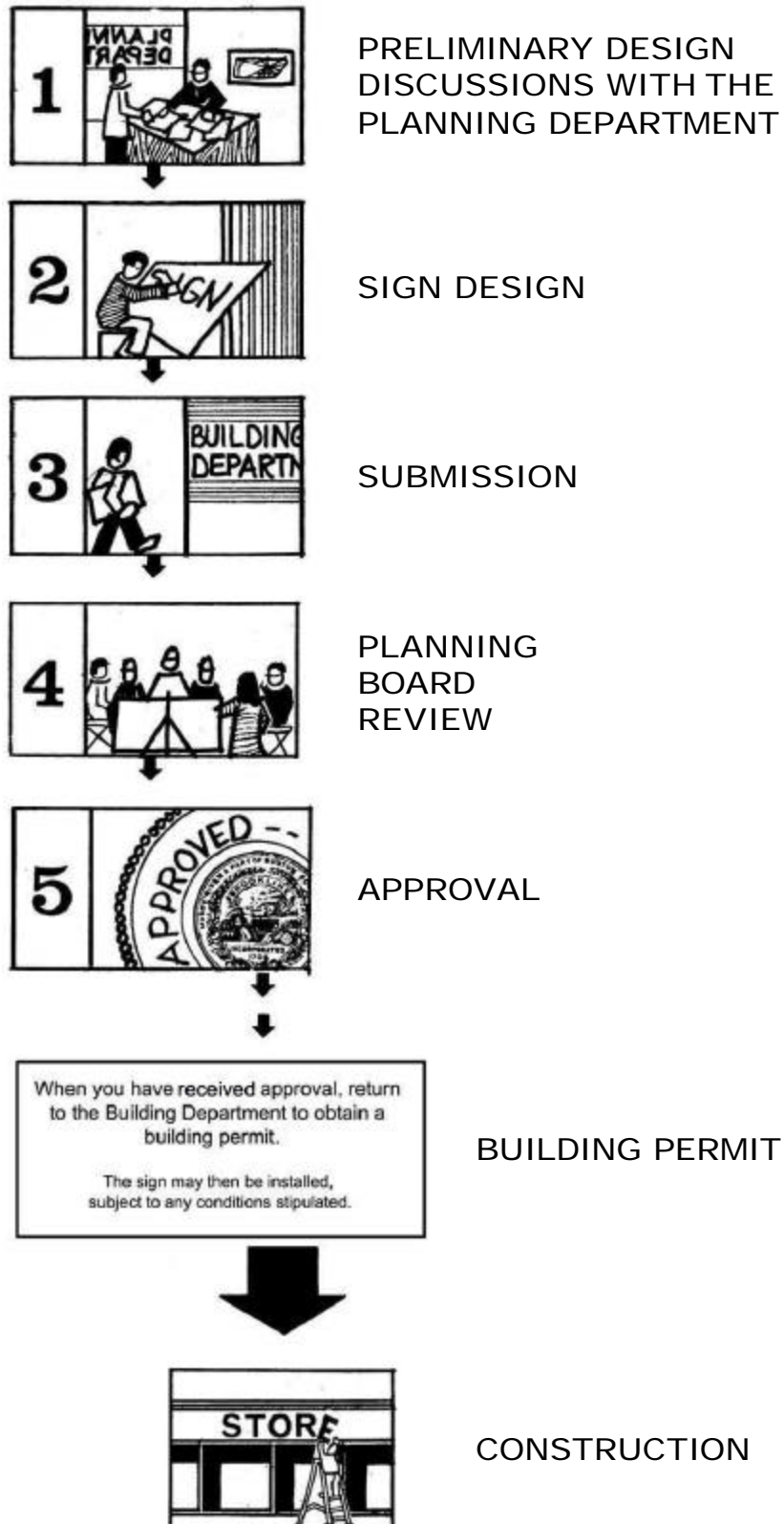


Image from Boston Main Streets Commercial District Guidelines, 1999

# THE DESIGN REVIEW PROCESS

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# THE DESIGN REVIEW PROCESS

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The purpose of design review is to maintain and enhance the attractive appearance of Brookline's commercial areas. Although tastes and preferences are subjective, there are some universal planning and design principles that Brookline follows, as outlined in this booklet. The staff of the Brookline Planning and Community Development office will also answer any application questions that may arise.

The design review process is as follows:

- A completed application with the necessary attachments and filing fee is submitted to the Building Department.
- After the Building Department reviews the documents, the application is stamped and sent to the Planning and Community Development Department within 5 days.
- If there is any unclear or missing information from the application, a town planner will contact the applicant.
- Once a planner is assigned to the case, a case report is written, a Planning Board meeting is set and the applicant is notified of the meeting date. The applicant, sign maker, or representative qualified to make decisions must attend the Planning Board meeting.
- The Planning Board receives the application and all necessary attachments one week prior to the meeting date.
- At the meeting, the Planning Board will discuss the case with the applicant and the town planner and will make one of three decisions:

## **Approval**

Planners will make changes to the report as necessary and send copies to the Building Commissioner, the building inspector and the signmaker. As soon as the decision is approved, the applicant can obtain a building permit from the Building Department and begin the proposed project.

## **Approval With Conditions**

The applicant must meet the conditions that the Planning Board has set. Some conditions are subject to the review and approval of the Planning Director and/or subject to the approval by the Planning Board. For Planning Director approval, revised plans must be submitted to the Office of Planning and Community Development, 2nd Floor, Town Hall, Brookline, MA. For Planning Board approval, revised plans must undergo another Planning Board review. Once the revised plans have been submitted and reviewed, the process follows the "Approved" course.

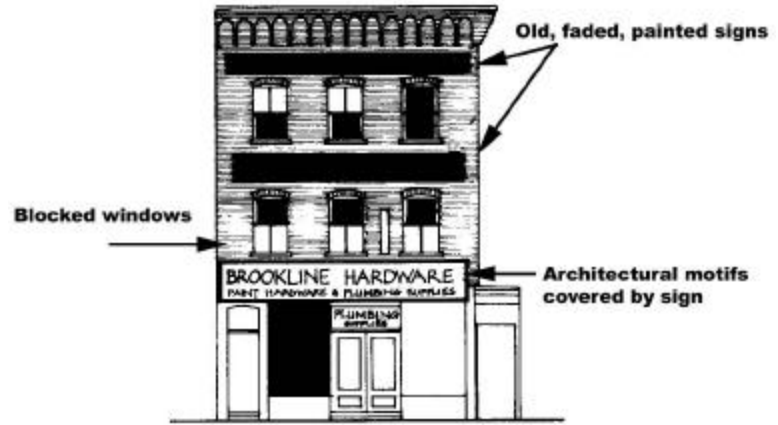
## **Denial**

The applicant has two options: the application, with changes, can be resubmitted at a later date to the Planning Board, or the applicant may appeal the decision to the Board of Appeals. If the latter action is chosen, the applicant should contact the Brookline Planning and Community Development Department to review the next steps involved.

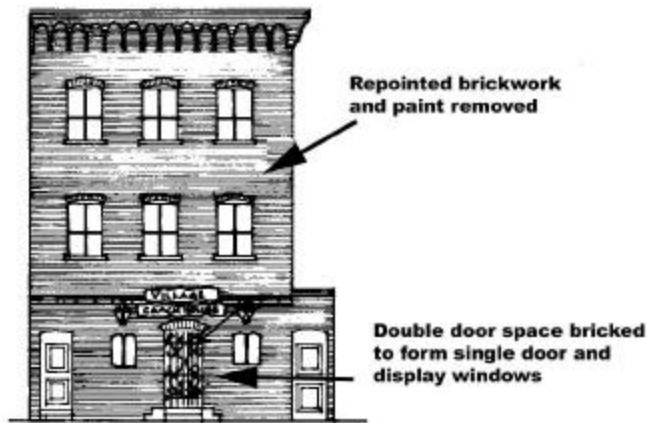
# THE DESIGN REVIEW PROCESS: 202-204 WASHINGTON STREET

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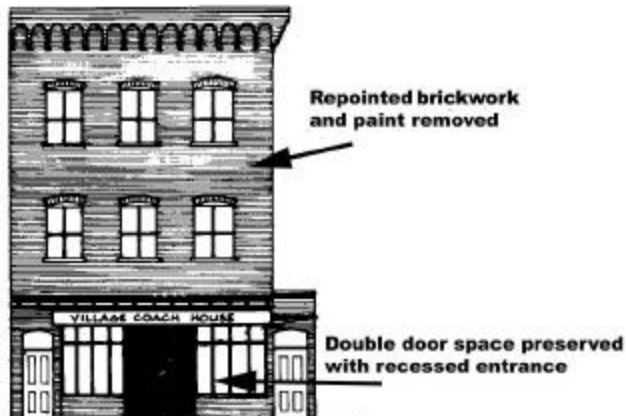
## *Store Before Renovation*



## *Initial Submission to Design Review*



## *Renovation After Design Review*



## SIGNS AND AWNINGS

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The sign is one of the most important outward representations of the store. Commercial signs often reflect the economic vitality of an area and improper sign maintenance/treatment not only degrades the image of the store but also erodes the value of the surrounding area.

Awnings are traditionally used in urban areas to give protection from inclement weather, as well as to protect window merchandise from the sun. In addition to this protection, awnings can add color and a three dimensional appearance to a facade. Awnings are particularly good investments on south facing storefronts, over outdoor seating areas, and over entrances.

As with other façade components, signs and awnings with a coordinated color and design scheme that are placed at the same height along a row of storefronts can serve as a unifying theme for a commercial block. Proper maintenance and repair of signs and awnings is important and essential in conveying a positive visual image.



*Sign is appropriately placed within sign band. Sign letters and colors complement building architecture.*



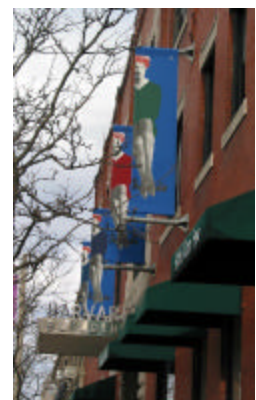
*Store awnings maintain an existing "awning line" and respect the colors and style of adjacent signs and awnings.*



*Sign conveys business with interesting logos, not excessive wording. Address is clearly visible on well-maintained awning valance.*



*Architecturally compatible vertical banners can be effective advertising tools.*





# SIGNS AND AWNINGS

## General Guidelines

- Signs and awnings should enhance architectural details not obscure or obliterate them.



- Signs and awnings should complement the building's design, style, color and materials.



THIS...



NOT THIS...



- Sign and awning placement should be located where it respects an existing "sign" or "awning line" established by adjacent stores.



- Lettering styles should enhance readability of the sign.



THIS...



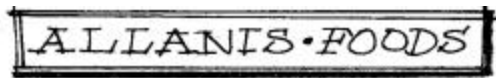
NOT THIS...



## SIGNS AND AWNINGS

- *Brand names, such as Coca-Cola or Nike should not be advertised on the sign or awning.*

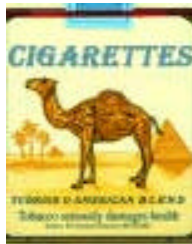
THIS...



NOT THIS...



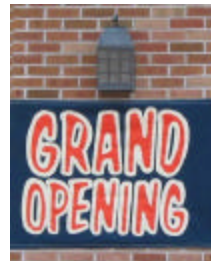
OR THESE...



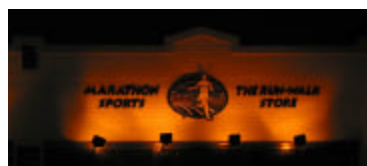
- *Extraneous materials that conceal architectural details or old brackets/structures no longer in use should be removed.*



- *Signs that advertise store sales or promotions may be installed without prior permission but must be taken down within 30 days.*



- *In general, signs and awnings should not contain any visible or moving parts or consist of flashing or animated lighting.*



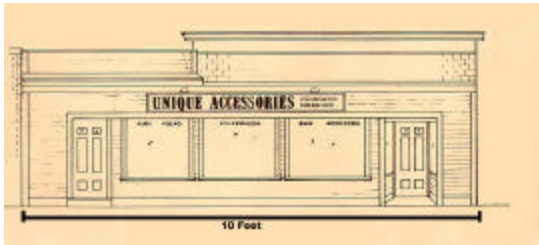
- *Sign and awning colors should be compatible with adjacent/existing facades and signs. Dark backgrounds with light letters are often more readable and require less maintenance than lighter backgrounds with dark lettering.*



# SIGNS AND AWNINGS

## Technical Guidelines

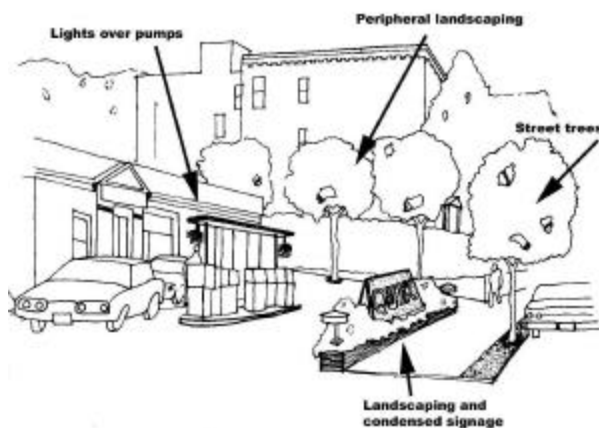
- The area of all signage cannot exceed 2 square feet per each foot of the building face. For example, if the building face measures 10 ft in width, all the signage for the store cannot exceed 20 square feet.



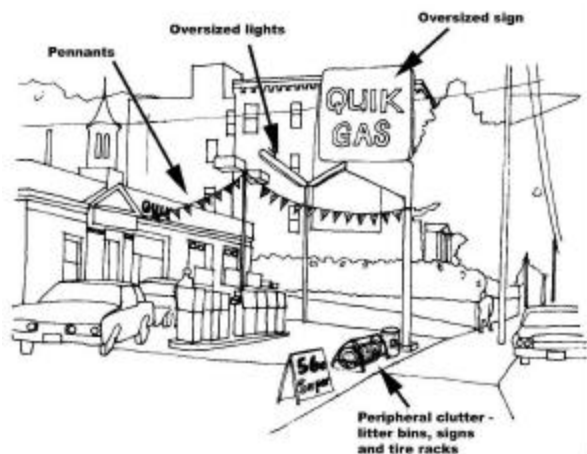
- Phone numbers or web addresses CANNOT appear on the main sign or awning unless it is the business name. This information may be placed on the door or display window in 3" numbers/lettering.
- Within the sign or on the awning the name of the business should be in larger letters (10"-15") than any subsidiary message located below it.

- The awning valance shall be at least 6 feet 9 inches from the ground.
- Any proposed window sign must receive approval by the Town of Brookline unless it is a window sign advertising store sales or promotions. Such temporary window signs must be taken down within 30 days.
- A window sign may not exceed 1/3 the size of the window.
- The sign should not extend above the roof of the building, project more than 12 inches from the building or be higher than 25 feet from the ground. Vertical banners will be considered on an individual basis.
- A gas station may only have one freestanding sign. If the sign includes gasoline prices, it may not exceed 30 square feet in area and 19 feet in height. If the sign does not include gasoline prices, the sign may not exceed 20 square feet in area and 12 feet in height.

### THIS...



### NOT THIS...

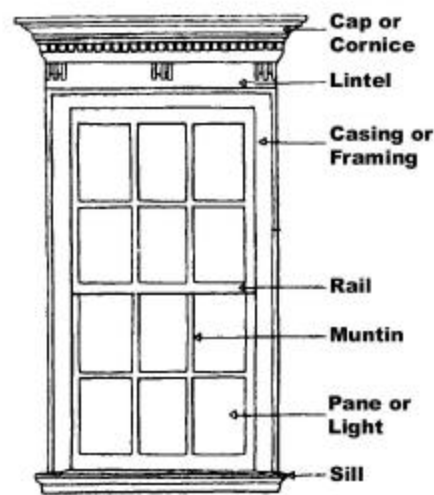




## FACADES AND WINDOWS

Façade review is required when there is any change in the visual appearance of the façade, including the blocking of the view through a street level window and any significant change in door or window style. Façade review applies to all commercial buildings and most residential buildings with frontage on Beacon Street, Boylston Street, Harvard Street, Brookline Avenue, Commonwealth Avenue or Washington Street.

Exterior changes to storefronts affect both the individual building and the overall streetscape. The qualities, characteristics, and architectural style of the buildings establish the personality of the commercial area, and this attracts customers and helps sustain a strong merchant base.



Windows establish a unique relationship between the customer and the store as they visually communicate the interior of the store to passing customers. The quality of the window display contributes to the general character of the street. Creating an attractive yet informative storefront window or window display is a cost-effective way to promote products and services. However an overabundance of advertising in display windows or glass doors can destroy even the best renovation effort.

Windows are an important design feature of any structure and the material, design and placement often reflect the architectural and cultural trends of the period. When considering new window fenestration, there are several aspects to consider - including the original casing, size, number of panes, rhythm pattern, placement, and type of window. It is also important to consider the relationship of the proposed design to the façade theme of the whole block. While transom windows were historically designed for ventilation and to allow for daylight to penetrate into the store, today they are merely an important design element defining the proportions of the storefront.



*Awnings, sign and architectural details are highlighted in colors and styles that are complementary to the building.*



*Business phone number and subsidiary message are written in 3" type. Window sign is simple, eye-catching and uncluttered.*

# FACADES AND WINDOWS

## General Façade Guidelines

- Renovations should be compatible with the building's features to help maintain the character and history of the buildings and the area.
- Removal or alteration of historic or architectural elements shall be minimized as much as possible.
- Original materials should be retained, maintained, repaired or uncovered whenever possible. Replacement materials should match originals as closely as possible.
- Building style, historic character and business type should be considered when choosing a color scheme for a project or façade renovation.
- Storefronts should be designed to fit within the original storefront opening.
- Typically, the entrance to a storefront is recessed. This allows for greater depth and visibility and strengthens the connection between the store's interior and the sidewalk.
- A detailed examination and determination of the original condition of the building, and other successful storefronts in the area should be undertaken and used to generate ideas for the modifications.
- Where the addition of an air conditioning unit is necessary, an effort should be made to mount it flush with the exterior wall face.



*Architectural details are distinguished through the use of complementary colors. Sign is clearly worded and awning is well maintained.*



*The addition of a cupola and clock enhance the facade of this row of stores.*



*Creative type font and logos can add character and originality to facades.*



*The use of color to emphasize windows, doors and transoms is very effective.*

# FACADES AND WINDOWS

## General Window Guidelines

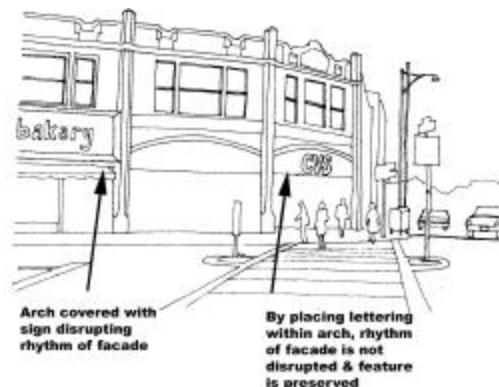
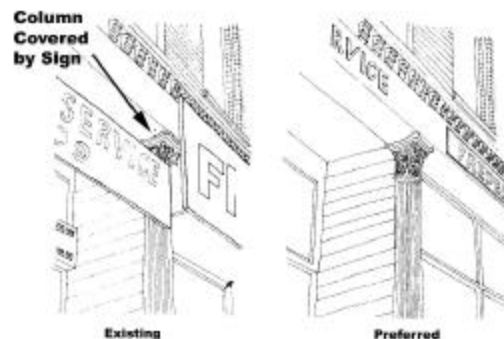
- Identify and preserve the original size, division and shape of windows where possible. Avoid blocking, reducing the size or changing the design of windows. Repair and retain existing elements - sash, casing and muntins whenever possible. If replacement is necessary, provide an exact replication of the original, if possible.
- Create a cohesive storefront appearance by aligning window heights and unifying window sizes.
- Retain or increase window transparency wherever possible. Dark glass tends to exclude customers from the interior of the store and reduces the impact of window displays.
- Glass should always be used for windows. Plexiglas or other replacement materials is not acceptable. Avoid installing opaque panels such as metal, wood and/or other materials to replace glass windows.
- Stained glass or decorative windows shall be retained.
- Try to retain the original pattern of transom windows.
- Transom window frame material should be of a compatible material and design with that of the display window and door frames.
- If ceilings must be lowered below the height of the storefront window, provide an interior, full-height space immediately adjacent to the window before the drop in the ceiling.
- Where offices occupy former retail spaces, window displays/blinds are preferable to blocking windows.



Window signs that are creative, condensed and clear are preferred.



The display of phone numbers and web addresses on windows should be clear and in 3" type.



## LIGHTING

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Lighting on a façade or storefront serves several purposes. Strategically placed lights may highlight the business name, illuminate the storefront, discourage crime and/or provide improved appearance. However, the illumination of signs and facades should not detract from window displays. Consideration should be given to adjacent businesses and the surrounding neighborhood when deciding on the type and placement of light sources.

### ***General Lighting Guidelines***

- Exterior lighting should highlight building elements, signs or other distinctive features rather than attract attention to the light itself.
- Exterior lighting fixtures should be consistent with the buildings architectural style and should relate in scale and style to the storefront.
- Lighting should be continuous, indirect white light. No direct light should glare or shine onto the street or nearby property.
- Outdoor flood lights and decorative lighting should only outline walkways, doorways and entrances.
- Flashing, animated or intermittent lighting is prohibited.
- If the store is located in a residential district, illuminated signs are not allowed past 11 p.m.
- Holiday lighting is allowed for no more than a four-week consecutive period.
- All lighting should be maintained in good working condition.

### ***Neon Lighting Guidelines***

- The Town of Brookline will review the location and appropriateness of color intensity within or on a storefront on a case by case basis.
- No more than one neon sign should be used in a storefront unless the store has no main sign, or it is needed to achieve design balance.
- The use of green, red or yellow neon within 100 feet of a traffic signal is prohibited unless it is not in the line of sight of any driver approaching the traffic signal.
- Neon signs cannot exceed 1/3 of the area of the window and should not be used in windows that are less than 12 square feet.
- Buildings built before 1900 and are on the National Register of Properties may not use neon lighting. Buildings built before 1900 that *are not* on the National Register of Properties and that have not been substantially altered are permitted to use a neon sign no more than 3 square feet in area.



*Bottom mounted spotlights*



*Internally lit letters and logo*



## MAINTENANCE

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It is important to design facades and awnings with maintenance procedures in mind. Easy access for window and sign cleaning should be considered when undergoing a renovation and materials should be chosen with durability in mind. Repainting woodwork, cleaning signs and awnings, repointing brickwork and replacing burnt out electric bulbs are maintenance tasks that should occur on an on-going basis. Remember that by continually servicing and maintaining a façade or sign you can avoid major expenses later. When a change in business occupancy results in an unpainted or faded area where the old sign was affixed, it should be repainted or repaired to match the rest of the facade.



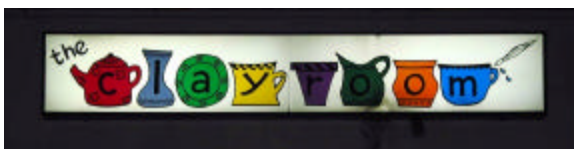
*Lighted facade corridor in Washington Square*



*Additional light fixtures between awnings add additional security*



*Spotlights highlighting architectural details*



*Internally lit fluorescent sign*



*Overhead gooseneck lamps*

# FREQUENTLY ASKED QUESTIONS

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## 1. What is the Design Review Process and Do I Need to Fill Out an Application?

Design Review is the process by which the Town of Brookline determines whether or not your proposed sign, awning, window or façade alteration or wireless telecommunication antenna meets the design guidelines as set forth in this pamphlet and in the Brookline Zoning By-Law. You must fill out an application and go through design review if you are making ANY change in the visual appearance of the façade (including the blocking of the view through a street level window) or any change in door or window style. Also, if you are making an addition, replacing or altering any sign or awning, you must go through design review.

## 2. What Do I Do Now?

Obtain Design Review Application from:  
Building Dept, Town of Brookline  
Town Hall, 2nd Floor  
333 Washington St  
Brookline, MA 02445  
617-730- 2100

## 3. Do I Need to Submit any Additional Information Along with the Completed Application?

- A. Photograph(s) of Existing Building Façade/Sign/Awning/Window Design (12 Copies)
- B. Simulated Photographs of Proposed Building Façade/Sign/Awning/Window Design (12 Copies)
- C. Plans, Elevations or Photographs showing the following dimensional information (12 Copies):
  - Size (height and width), style and color of lettering
  - Dimensions of background (awning, signboard etc)
  - Length of Façade
  - Size of Existing Lettering and Background (if applicable)
- D. Typed Description of Proposal

## 4. How Much Will the Fees Be and Whom Do I Make the Check Out to?

The Building Department will determine your fee and will collect your check when you submit a completed application. Please make your check out to The Town of Brookline. As of 11/03, the Fee schedule is as follows:

### **General Signs**

Non-Illuminated and less than 10 sq ft area.....\$75.00  
Non-Illuminated and more than 10 sq ft area.....\$100.00  
Illuminated Signs.....\$200.00

### **Commercial Facades**

Awnings..... \$200.00  
Other.....\$300.00

An additional fee will be determined and collected for a building permit.



## FREQUENTLY ASKED QUESTIONS

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### 5. How Do I Know if My Application/Proposal is Approved?

A representative from the Brookline Planning and Community Development Department will notify you about the date of the Planning Board design review meeting. You or a representative must attend this review. At the end of this review, the Planning Board will determine whether or not your application/proposal is approved and will send a memo to the applicant, or applicant's representative, and the Building Department with its decision.

### 6. How Long Will the Approval Process Take?

Once you have submitted an application, the process should take three to four weeks.

### 7. What If My Application/Proposal is Denied?

The application can be either resubmitted with changes or appealed to the Board of Appeals.



Brookline Village circa 1960



Brookline Village 2003



Washington Square circa 1973



Washington Square 2003

## SAMPLE SIGN APPLICATION

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**This application was submitted by Mr. Steve Yanoff for a sign at 479 Harvard Street. This example is intended to show prospective applicants the type of information that the we would like to see submitted.**

## SAMPLE SIGN APPLICATION



# Town of Brookline Massachusetts

### DESIGN REVIEW APPLICATION

Location of Property: 479 Harvard St Application Date: 9/22/03

Application for: Sign ☒ Façade ☐ Awning ☐ Wireless Telecomm. Facilities ☐

Proposed Business Name: PIZZAPALOOZA Prior Business Name: WIRELESS

Proposal Description (Please Print Clearly): Remove the existing facade sign ; Install a new "Pizzapalooza" sign. The sign will have red, internally lit, aluminum channeled letters.

#### Contacts for questions and Planning Board meeting notice:

Name (Business Owner) Steve Vanoff  
Address 479 Harvard St Telephone (617) 332-4401  
City Brookline State MA Zip Code 02446 Fax ( )  
e-mail pizzapalooza@yahoo.com

Name (Signmaker or Other) SRP sign corp.  
Address 194 Newton St Telephone (781) 894-9499  
City Waltham State MA Zip Code 02453 Fax ( )  
e-mail stuart@srpsigns.com

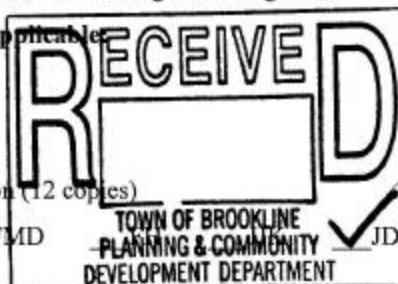
#### The following items must be included with this application:

Twelve color copies of photographs & elevations (existing and proposed)  
Twelve copies showing size, style, and color of lettering and background

#### Also include with this application, if applicable:

Illumination Information  
Cross-Section  
Color Swatch  
Site Plan  
Wireless Telecommunication Application (12 copies)

Assigned Building Inspector: FMD



Received by  
Building Inspector

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THIS IS NOT A BUILDING PERMIT APPLICATION.

(over for examples of application submission requirements)

## SAMPLE SIGN APPLICATION

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Signs and awnings should enhance architectural details, not obscure or obliterate them.  
They should also complement the building's style, design and materials.

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### *Example of Information to be Included in Design Review Application*



**EXISTING STOREFRONT**



**SIMULATED PROPOSAL**

Type of Sign: Externally Illuminated Steel Letters

Overall Size of Sign: 1'4" x 9'4" (10'8" sq. ft.)

Sign Colors: Hunter Green

Distance from Gound to Top of Sign: 13'25"

Letter Height: 16" Capital

12" Lower Case

Letter Colors: Hunter Green

Size of Window Sign: 1'5" x 2'

Type of Window Sign: Glass Background with Etched Lettering

Window Sign Colors: Etched White



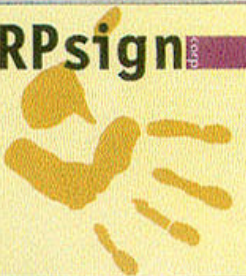
### **REMEMBER:**

- \* The area of all signage cannot exceed 2 sq. ft. per each foot of the building face.
- \* All proposed window signs should be included in the design review application. Temporary window signs advertising store sales or promotions must be taken down within 30 days.
- \* Phone numbers or web addresses CANNOT appear on the main sign or awning unless it is the business name. This information may be placed on the door in no greater than 3" lettering/numbering.
- \* Brand names should not be advertised on the sign or awning.
- \* All previous or existing non-conforming signs/elements should be removed and any necessary facade repairs made PRIOR to installation of new sign.

The Planning and Community Development Department will answer any design or application questions. The Department is located on the 2nd floor of Town Hall, 333 Washington Street and may be contacted at 617-730-2130.



# SAMPLE SIGN APPLICATION

Drawing No. <b>5076076</b>	Date <b>08/06</b>	Drawing By <b>JRS</b>	Drawing Title <b>479 Harvard St, Brookline</b>	SRPsign 194 newton street waltham, ma 02453 781-894-9499 781-894-1550	

This drawing is the property of SRP Sign Corporation and may not be copied or the ideas or concepts within used in any way without the express, written permission by an officer of our company.

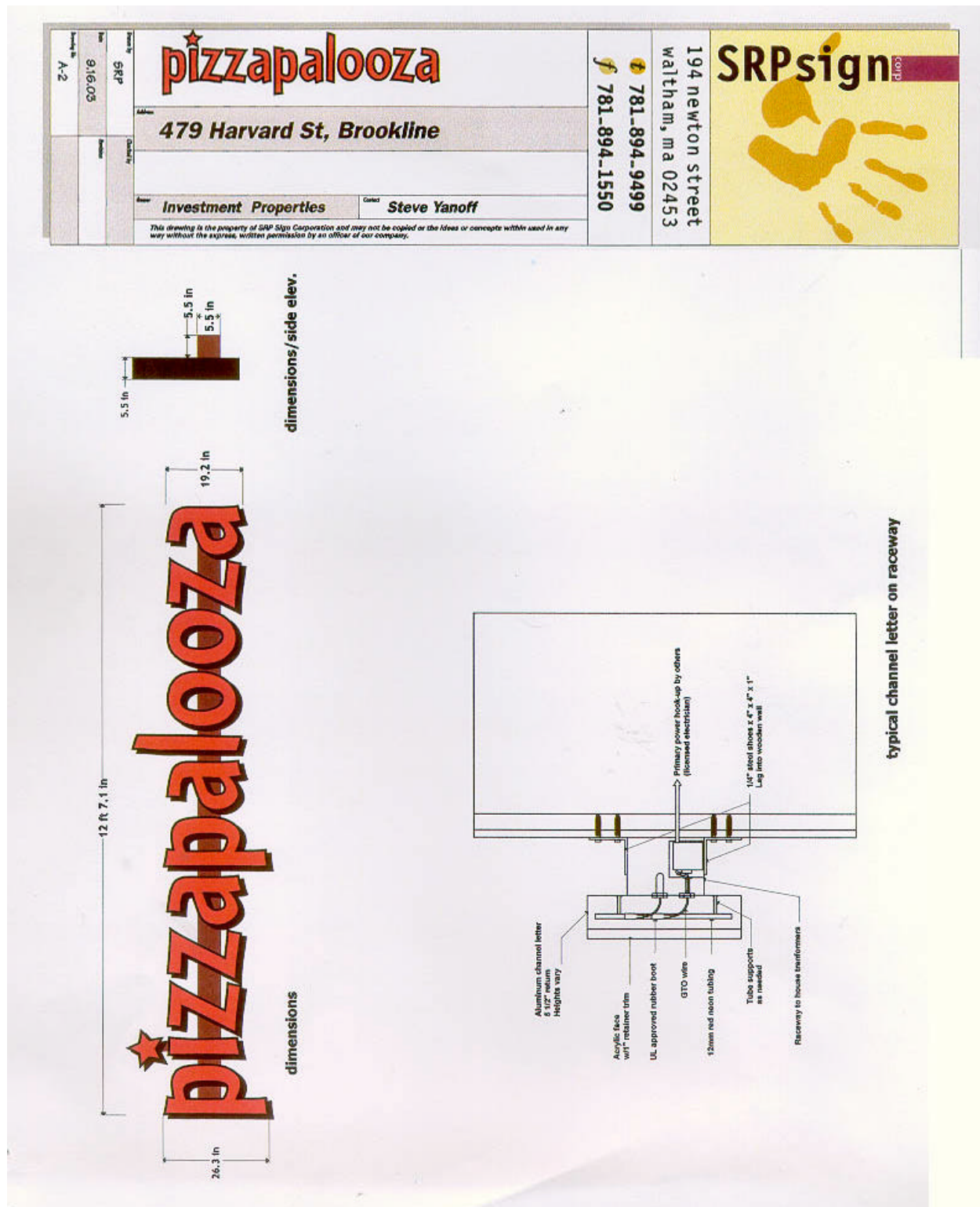


proposed elevation



existing conditions

## SAMPLE SIGN APPLICATION





# SAMPLE PLANNING BOARD REPORT

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## *Town of Brookline Massachusetts*

### PLANNING BOARD

Town Hall, 2<sup>nd</sup> Floor  
333 Washington Street  
Brookline, MA 02445-6899  
(617) 730-2130 Fax (617) 730-2442

Jerome Kampler, Chairman  
Kenneth Goldstein, Clerk  
Linda K. Hamlin  
Steven A. Heikin  
Mark J. Zarrillo

### Sign and Facade Review

To: Brookline Building Commissioner  
From: Brookline Planning Board  
Date: October 8, 2003  
Subject: **Install a new façade sign (Pizzapalooza)**  
Location: **479 Harvard Street**

Atlas Sheet: 13  
Block: 69  
Lot: 23

Zoning: L-1.0  
Lot Area (s.f.): 27,710

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### SITE AND NEIGHBORHOOD

479 Harvard Street is one of six storefronts located in a one-story commercial block on Harvard Street, between Lawton Street and Thorndike Street. On-site parking is provided in a parking lot adjacent to the building and a pylon sign listing the businesses in the building is located by the lot entrance.

### APPLICANT'S PROPOSAL

The applicant, Steve Yanoff, is proposing to install a new 38 s.f. façade sign, "Pizzapalooza", in place of the existing "Wireless Resource" sign. The sign letters will be a maximum of 26.3" high and have a minimum height of 19.2". The sign will have red, aluminum channeled letters that will be internally lit. There is no mention of a replacement face for the pylon sign at the entrance of the parking lot.

# SAMPLE PLANNING BOARD REPORT

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## **FINDINGS**

### **Dimensional Criteria - Signs**

<u>Type of Sign</u>	<u>Dimensions</u>	<u>Maximum Allowed</u>	<u>Proposed</u>	<u>Finding</u>
Façade sign	Sign Area	60 s.f.	38 s.f.	Complies
	Height at Top of Sign	25 s.f.	17.9 s.f.	Complies

### **Design Criteria - Signs**

<u>Design Criteria</u>	<u>Complies</u>
a. The sign should serve to define or enhance architectural elements of the building, not obscure or obliterate them.	Yes
b. The sign should identify the name of the business, not advertise brand names.	Yes
c. Signs should be consolidated.	Yes
d. The sign should be designed without superfluous back-facing.	Yes
e. Sign graphics should reflect simplicity, neatness, and minimum wording - not only to improve appearance but to improve legibility.	Yes
f. All nonconforming signs are to be removed, and facade elements, awnings, and other extraneous materials which conceal architectural details should be removed.	Yes
g. Sign colors should be limited in number and should be compatible with the facade.	Yes
h. Sign illumination shall not be of high intensity.	Yes

## **PLANNING BOARD DECISION**

The Planning Board supports the use of channel mounted letters for this proposed façade sign and approves the color change for the letter facing in the proposed sign from red to gold. As per the sign-makers suggestion, the Board has no objection to the exposed wiring (as existed from previous signage) and the channel raceway being painted to match the existing brick color. The Board understands, as per the signmaker, that a proposal for the freestanding pylon sign will be submitted. The Board also appreciates the detailed proposal submitted by the applicant.

**The Planning Board approves the proposal for these signs with the letter facing color changed to gold, subject to the following conditions.**

- 1. Window signage and changes to the names listed on the freestanding pylon sign located at the entrance of the parking lot shall be subject to the review and approval of the Planning Director.**
- 2. All holes or any other damage to the façade of the building caused by the removal of the existing sign shall be patched, repaired and finished to match the existing façade.**
- 3. Wiring and conduits for external lights shall be hidden from view or painted to match the existing façade.**

## NOTES

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